

A practical guide to Google's new  
platform properties

# How to Connect Your Social Media Accounts to Google Search Console

**Add property**

4 platforms

- ☒ Instagram
- ☐ TikTok
- ☐ YouTube
- ☐ X

# Your social content now has a Google scorecard

Google now lets you connect your social accounts **directly to Search Console**. Your website is no longer the only thing you can track.

The feature is called **platform properties**. It rolled out in **July 2026**.

Once connected, you can see how many people found your **posts, Reels or videos** through **Google Search** and **Google Discover**.

|                                 |                               |                                        |
|---------------------------------|-------------------------------|----------------------------------------|
| <b>4</b><br>platforms supported | <b>0</b><br>websites required | <b>Free</b><br>to use, in your browser |
|---------------------------------|-------------------------------|----------------------------------------|

### The announcement

Google introduced platform properties on **7 July 2026** via the Google Search Central Blog, confirmed by Moshe Samet, Product Manager Lead for Search Console.

Sources: Google Search Central Blog; Google Search Console Help, "About platform properties in Search Console"

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# Getting set up

## What you need

Just a **Google account**. The same one you use for Gmail.

- ◇ Search Console is **free**.
- ◇ It lives in your browser at [search.google.com/search-console](https://search.google.com/search-console).
- ◇ There is **nothing to download or install**.

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## How to connect an account

- 1 Sign in to [search.google.com/search-console](https://search.google.com/search-console).
- 2 Click the **property selector** in the top left, then click **Add property**.
- 3 Pick the platform you want to connect: **Instagram, TikTok, X or YouTube**.
- 4 Select the **profile or channel**.
- 5 Sign in to that account when prompted, so Google can **confirm you own it**.
- 6 Click **Go to property** once it is verified.

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### One account, one property

Do this **once per account**. Each platform shows up as its own property. If you run Instagram and TikTok for the same brand, you will connect both separately.

# After you connect

## What to expect after connecting

- ◇ **Data does not show up instantly.** Give it a few days to start populating.
- ◇ **Platform options missing?** Check back later. The rollout is still gradual.
- ◇ **Re-verification happens.** Google may ask you to re-verify from time to time. Skip it, and access pauses until you sign back in.

## What you will be able to see

|                                                                  |                                                                              |
|------------------------------------------------------------------|------------------------------------------------------------------------------|
| <b>Clicks</b><br>How many people clicked through from Google     | <b>Impressions</b><br>How many people saw your content in Google results     |
| <b>Average CTR</b><br>The percentage of viewers who clicked      | <b>Average position</b><br>How high your content ranks in results            |
| <b>Queries</b><br>The actual search terms that led people to you | <b>Top content</b><br>Your best-performing posts and pages by Google traffic |

### Slice the data

Everything filters by **date, country and device**. Separate reports exist for **Discover** and **News** traffic, where that applies to you.

# Limits and value

## What this will not tell you

This is **Google discovery data only**. For everything else, you still need each platform's own analytics.

### Search Console shows

- Clicks and impressions from Google
- Search queries
- Ranking position
- Discover and News traffic

### Platform analytics show

- Total reach and watch time
- Likes and comments
- Followers
- Found in Instagram Insights, TikTok Analytics and YouTube Studio

## Why it is worth doing

Before this, there were only **limited ways to know** whether your social content was showing up in Google at all.

That traffic was **invisible**.

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**Now you know which posts get found through search, what people typed to find them, and what to make more of.**

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# Getting the most out of it

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## Make sure your account is public

**Private** Instagram or TikTok accounts will not show up in Google Search at all, connected or not. If discovery matters to you, this is **non-negotiable**.

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## Captions and alt text matter here

Google reads your **captions** as well as your visuals to work out what a post is about and match it to search queries. Treat captions like headlines: **specific and keyword-aware**. Vague, mood-led captions give Google nothing to match.

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## Discover and Search are two different games

**Search** traffic comes from people actively typing something in. **Discover** traffic appears in someone's feed based on their interests, without them searching. High-quality images and strong **topical consistency** tend to perform better in Discover.

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## One property per account, always

Manage multiple brands, or a personal and business account? Each one needs **its own connection**. There is no bulk-connect option yet.

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## Re-verification is essential

Ignore Google's prompt and your data collection **quietly pauses**. Nothing breaks visibly, so it is easy to miss for weeks and lose that tracking window.

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## This will not fix low-quality content

Search Console shows you what is happening. It has **no influence on ranking**. If your content lacks consistency or value, connecting it gives you a clearer view of the problem. Solving it still comes down to the content itself.

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## Closing

# Thank you for reading

That is a wrap on getting your social accounts set up in Google Search Console.

It is a **small setup step**. It gives you visibility you simply did not have before: **real data** on how your content performs in Google, beyond in-app numbers.

If this was useful, you will probably want more where it came from.

At [Socialander](#), we help brands turn moments like this, the **small platform updates most people miss**, into a real edge.



Want a team that stays ahead of these changes for you?

**[info@socialander.com](mailto:info@socialander.com)**

Follow along for more breakdowns like this one. Thanks for reading, and good luck connecting your accounts.